Data M ining

Data V isualization

Data Inference

Make statistical summaries from raw data

Turn statistical summaries and raw data into pictures

Tum raw data and statistical summaries in to action-ready information



"72% of wom en age 30-35 buy new cars, and their incom es are

between \$50k and \$100k."

"M ailprom otion to these people. Expecta 28% yield: \$50 avg. vs.11% yield: \$45 avg, industry standard."

List

Figure 1



